1   61.   A computer program product residing on a computer readable medium having a

2   plurality of instructions stored thereon that, when executed by the processor, cause that

3   processor to:

4   monitor queries entered by users;

5   associate each monitored query with one or more predefined advertisement

6   categories; and

7   maintain, for each user, an advertisement preference file that specifies the

8   predefined advertisement categories associated with each monitored query entered by

9   the user, thus generating a list of user-preferred advertisement categories.

1   62.   The computer program product of claim 61 wherein said computer readable medium

2   is a random access memory (RAM).

1   63.   The computer program product of claim 61 wherein said computer readable medium

2   is a read only memory (ROM).

1   64.   The computer program product of claim 61 wherein said computer readable medium

2   is a hard disk drive.

65. A processor and memory configured to:

monitor queries entered by users;

associate each monitored query with one or more predefined advertisement categories; and

maintain, for each user, an advertisement preference file that specifies the predefined advertisement categories associated with each monitored query entered by the user, thus generating a list of user-preferred advertisement categories.

66. The processor and memory of claim 65 wherein said processor and memory are incorporated into a personal computer.

67. The processor and memory of claim 65 wherein said processor and memory are incorporated into a network server.

68. The processor and memory of claim 65 wherein said processor and memory are incorporated into a single board computer.